

Magazine: SHOWBILL  
Issue: 1/00/83

Total Pages: 28

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
MARLBORO L+100L	19			TOPP! "THE PROGRAM" & 1/4 BW AD.
* 298 pg#6	1			
		KENT III+KENTII		
		* 190 pg#16		
		TRUE		
		* 241 pg#23		
			IN/B	

TOTAL CIGARETTE ADS = 3    TOTAL ADVERTISING =    \$13,562

2040702898

Magazine: SHOWBIZZ  
Issue: 2/00/83

Total Pages: 40

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		TRUE   * 229 pg:2C		
MARLBORO+L * 810 pg:12	9			OFF: "PROGRAM" & 1/4   BW AD.
		KENT III   * 193 pg:2C		
B&H UL * 121 pg:29	16			OFF: "HOT TICKETS".
		VANTAGE+ULTRA   * 412 pg:36		

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$23,310

2040702899

## Magazine: SHOWBILL

Issue: 3/00/83

Total Pages: 32

PHILIP MORRIS ADS	MIN SEF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SATIN+M # 108 pg#2C		
MARLBORO+L # 879 Pg#10	17			OPP: "THE PROGRAM" & 1/4 RW AD.
		KENT III+KENTII # 190 pg#18		
		VANTAGE+ULTRA # 415 pg#25		

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$18,648

Magazine: SHOWBILL  
Issue: 4/00/83

Total Pages: 36

PHILIP MORRIS ADS	MIN SEF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		ISATIN+M   # 116 pg:2C		
B&H UL # 126 pg:10	17			OFF: "THE PROGRAM" &   1/4 BW AD.
		IKENT III   # 193 pg:20		

TOTAL CIGARETTE ADS = 3    TOTAL ADVERTISING = \$13,986

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ACCRE BUSINESS FORMS, INC. 100

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Magazine: SHOWBILL  
Issue: 5/00/83

Total Pages: 40

-PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
		I TRUE+M		
		# 261 pg 12C		
MARLBORO	19			OFFP "PROGRAM" & 1/4
# 086 Pg 12				EW AD.
		SATIN+M		
		# 108 pg 12B		
		MORE L100M		
		# 101 pg 12B		
PLAYERS+M	16		SP	
# 114 pg 136-37				

-TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$27,972

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AC/286 BUSINESS FORMS, INC.

2040702802

Magazine: SHOWBILL  
Issue: 6/00/83

Total Pages: 40

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		I TRUE+M # 261 pg#2C		
B&H UL # 131 pg#12	9			OPPT "PROGRAM" & 1/3 BW AD.
		SATIN+M # 114 pg#22		
		MORE L100M # 103 pg#30-31	SP	
PLAYERS+M # 130 pg#3C	7			OPPT "DEAR SHOWBILL" & "MASTHEAD".

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$27,972

2040702903

## Magazine SHOWBILL

Issue: 7/00/83

Total Pages: 36

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KENT GL+GL100 # 219 pg#2C		
MARLBORO L+100L # 309 pg#10	7			TOPP: "PROGRAM" & 1/3 FBW AD+
		SATIN+M # 108 pg#2C		
		MORE # 253 pg#27		
PLAYERS+M # 126 pg#3C	7			TOPP: "DEAR SHOWBILL" & "MASTHEAD".

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$23,310

Magazine: SHOWBILL  
Issue: 8/00/83

Total Pages: 44

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		

		SATIN+M		
		# 116 pg#20		
		VANTAGE UL+100		
		# 148 pg#9		
B&M LTS	6		OPP: "PROGRAM" & 1/4	
* 216 pg#16			SW AD.	
		KENT III+100		
		# 240 pg#24		
PLAYERS 100+M	6		OPP: "ON A PERSONAL	
* 102 pg#31			BIAS".	
		MORE M		
		# 110 pg#38		

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING =    \$27,972

2040702905

Magazine: SHOWBILL  
Issue: 9/00/83

Total Pages: 40

PHILIP MORRIS ADS	MIN SHP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
	1	TRUE+M # 272 pg 12C		
PLAYERS 100+EGM # 114 pg 12	19			TOPP: "THE PROGRAM" & 1/4 BW AD.
		SATIN+M # 114 pg 12C		
		VANTAGE UL+100 # 148 pg 12C		
MARLBORO+L # 910 pg 136	16			TOPP: "THEATRE SCENES".

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$23,310

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ADS  
PHILIP MORRIS

WIN	LOSS	COLLAR	SEP
COMPETITIVE	SIZE/		

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Magazine: SHOWBILL  
Issue: 11/00/83

Total Pages: 40

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		TRUE+M # 284 pg 12C		
			N/B	
PLAYERS 100+M # 121 pg 12	19			TOPPS "PROGRAM".
		KENT III+100 # 265 pg 122		
			N/B	
		VANTAGE UL+100 # 148 pg 131		

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING =    \$17,800

2040702908

Magazine: SHOWBIZ  
Issue: 12/00/83

Total Pages: 44

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS	
				ADS	SEP
	1	TRUE FM			
		# 279 pg \$2C			
			N/B		
B&H L+ML	19				TOPP: "PROGRAM" & 1/4
# 222 pg \$14					1BW AD.
		KENT GL+GL100			
		# 220 pg \$24			
			N/B		
		MORE L+LOOM			
		# 105 pg \$38			

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING =    \$17,800

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